2016 ASDS Consumer Survey on Cosmetic Dermatologic Procedures*

WHAT has the most influence?
Top 4 of 11 factors influencing the selection of a practitioner
- 50% Price
- 40% SPECIALTY in which the physician is board-certified
- 36% Referral from a physician
- 34% Level of LICENSURE of the practitioner

Top 3 of 14 factors influencing the decision to have a procedure
- 53% DERMATOLOGIST
- 40% Friends
- 34% Primary care physicians

WHY are consumers turning to cosmetic procedures?
Top 3 reasons
- I want to feel more confident
- I want to appear more attractive
- I want to look as young as I feel or better for my age

Percentage of Population Somewhat to Extremely Bothered by...
- Excess weight on any part of the body 83%
- Lines and wrinkles in the forehead area 63%
- Lines and wrinkles between my eyebrows 60%
- Lines and wrinkles around and under the eyes 73%
- Lines, wrinkles and/or folds in the mid-face around the cheeks and mouth 67%
- Sagging facial skin 64%
- Excess fat under the chin / neck 73%
- Lines and wrinkly skin on neck / chest 61%
- Skin texture and/or discoloration 71%
- Seborrheic keratoses (brown rough, scaly spots) 39%
- Hair loss 51%
- Acne scars 42%

MOST POPULAR
Top 4 procedures consumers are considering
- 60% Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- 51% Laser and light treatments for redness, tone and scars
- 50% Body sculpting
- 48% Laser hair removal

Top Satisfaction Ratings (95% and above)
- Injectable wrinkle-relaxers
- Laser and light treatments for redness, tone or scars
- Laser tattoo removal
- Microdermabrasions
- Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
- Vein treatments

Physician of choice for COSMETIC medical procedures:
DERMATOLOGIST (in 8 of 10 categories)
1. Body sculpting
2. Chemical peels
3. Injectable wrinkle-relaxers
4. Laser and light treatments for redness, tone and scars
5. Laser tattoo removal
6. Soft-tissue fillers
7. Treatments to tighten skin or smooth wrinkles using ultrasound, laser, light or radiofrequency
8. Varicose and spider vein treatments

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Physician of choice for COSMETIC medical procedures:
ASDS MEMBER DERMATOLOGIST
Patients: 10 of 10 categories
Prospective patients: 10 of 10 categories

*Source: American Society for Dermatologic Surgery (ASDS) 2016 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 7,322 consumers through a blind online survey in spring 2016.